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## CLAIMS

1. A method for driving an electrophoretic display comprising:

a first reset step of setting a plurality of  
5 electrophoretic devices to a second non-display state in which no image is displayed and afterimages caused by writing first image data in a first writing step may be present by applying a first voltage to the plurality of electrophoretic devices between the first writing step  
10 for writing the first image data representing a first image in the plurality of electrophoretic devices so as to display the first image on the plurality of electrophoretic devices and a second writing step for writing second image data representing a second image in  
15 the plurality of electrophoretic devices so as to display the second image on the plurality of electrophoretic devices, the first voltage being lower than a non-display-without-afterimage voltage for setting the plurality of electrophoretic devices to a first non-  
20 display state in which no image is displayed and the afterimages are not present; and

a second reset step for applying a second voltage serving as the non-display-without-afterimage voltage to the plurality of electrophoretic devices so as to set the  
25 plurality of electrophoretic devices to the first non-display state at a frequency less than that at which the first reset step is performed.

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2. The method for driving an electrophoretic display according to Claim 1, further comprising a determination step of determining whether or not erasing the afterimages is necessary, wherein when it is determined  
5 that erasing the afterimages is necessary in the determination step, the second reset step is performed.

3. The method for driving an electrophoretic display according to Claim 2, wherein the determination step is  
10 performed by perceiving the afterimages or detecting the presence of the afterimages.

4. An electrophoretic display comprising:  
a plurality of electrophoretic devices; and  
15 a controlling unit for performing a first reset for applying a first voltage to the plurality of electrophoretic devices between the first writing for writing first image data representing a first image in the plurality of electrophoretic devices so as to display  
20 the first image on the plurality of electrophoretic devices and a second writing for writing second image data representing a second image in the plurality of electrophoretic devices so as to display the second image on the plurality of electrophoretic devices, the first  
25 voltage being lower than a non-display-without-afterimage voltage for setting the plurality of electrophoretic devices to a first non-display state in which no image is displayed and afterimages caused by the first writing are

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not present and for performing a second reset for  
applying a second voltage serving as the non-display-  
without-afterimage voltage to the plurality of  
electrophoretic devices so as to set the plurality of  
5 electrophoretic devices to the first non-display state at  
a frequency less than that at which the first reset is  
performed.

5. The electrophoretic display according to Claim 4,  
10 further comprising an input unit for inputting a command  
indicating that erasing the afterimages is necessary,  
wherein when the command indicating that erasing the  
afterimages is necessary is input, the control unit  
performs the second reset.

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6. A storage display comprising:  
a plurality of memory devices; and  
a controlling unit for performing a first reset for  
applying a first voltage to the plurality of memory  
20 devices between the first writing for writing first image  
data representing a first image in the plurality of  
memory devices so as to display the first image on the  
plurality of memory devices and a second writing for  
writing second image data representing a second image in  
25 the plurality of memory devices so as to display the  
second image on the plurality of memory devices, the  
first voltage being lower than a non-display-without-  
afterimage voltage for setting the plurality of memory

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devices to a first non-display state in which no image is displayed and afterimages caused by the first writing are not present and for performing a second reset for applying a second voltage serving as the non-display-  
5 without-afterimage voltage to the plurality of memory devices so as to set the plurality of memory devices to the first non-display state at a frequency less than that at which the first reset is performed.